

## ORDER



Orders	Order / Rev:	162958
	Alt Order #:	06260673
	Product Desc:	AMERICANS FOR PROSPE
	Estimate:	1809
	Flight Dates:	08/08/12 - 08/14/12
	Original Date / Rev:	08/02/12 / 08/02/12
	Order Type:	GENERAL

WDJT-TV-LP

Primary AE:	Matthew Norten
Sales Office:	HDC
Sales Region:	NAT

<b>Agency</b>	<b>Name:</b>	<b>Mentzer Media Services</b>
	<b>Buying Contact:</b>	Elise Cloyd
	<b>Billing Contact:</b>	
		600 Fairmount Ave. #306
		Towson, MD 21286

Billing Type:	Cash
Billing Calendar:	Broadcast
Billing Cycle:	EOM/EOC
Agency Commission:	15%

Advertiser	Name:	Issue/Americans for Prosperity
	Demographic:	A50+
	Product Codes:	PL Issue
	Priority:	P-1
	Revenue Codes:	AGY, POL, ISS

New Business Thru: \_\_\_\_\_  
Order Separation: 00:15:00  
Advertiser External ID: \_\_\_\_\_  
Agency External ID: \_\_\_\_\_

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/14/12	22	\$24,200.00	\$20,570.00

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	22	\$24,200.00	\$20,570.00	0.00
<b>Totals</b>	<b>22</b>	<b>\$24,200.00</b>	<b>\$20,570.00</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Matthew Norton			Start Of Order - End Of Order	100%

### Order Share

Order Share	Share	Total
WDJT-TV-LP	30%	\$24,200.00
Market	100%	\$80,666.67

### Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
WBME	0%	\$0.00
WCGV	0%	\$0.00
WISN	20%	\$16,133.33
WITI	23%	\$18,553.33
WMLW-	0%	\$0.00
WPXE	0%	\$0.00
WTMJ	27%	\$21,780.00
WVTV	0%	\$0.00
WYTU	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WDJT	08/08/12	08/10/12	Wheel of Fortune 630p-7p 630p-7p/Wheel	CM	M-F 630p-7p --WTF--	:30	6	\$1,000.00	P-1	0.00	NM	6	\$6,000.00
WHEEL														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 08/06/12	08/12/12	--WTF--		6		\$1,000.00			0.00			
2	WDJT	08/08/12	08/12/12	M - SU Late News M-Su 10p-1035p	CM	10p - 1035p --WTFSS	:30	5	\$1,000.00	P-1	0.00	NM	5	\$5,000.00
10PM NEWS														

Order / Rev: 162958  
 Alt Order #: 06260673  
 Flight Dates: 08/08/12 - 08/14/12

Advertiser: Issue/Americans for Prosperity  
 Product Desc: AMERICANS FOR PROSPE  
 Estimate: 1809

WDJT-TV-LP

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
2	WDJT	08/08/12	08/12/12	M - SU Late News M-Su 10p-1035p	CM	10p - 1035p	--WTFSS	:30	5	\$1,000.00	P-1	0.00	NM	5	\$5,000.00
				10PM NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/06/12	08/12/12	--WTFSS					5	\$1,000.00		0.00			
3	WDJT	08/11/12	08/11/12	Sat 6p-7p Jep/Wheel Sat 6p-7p Jep/Wheel	CM	Sat 6-7p	-----2-	:30	2	\$400.00	P-1	0.00	NM	2	\$800.00
				JEOP/WHEEL											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/06/12	08/12/12	-----2-					2	\$400.00		0.00			
4	WDJT	08/13/12	08/14/12	Wheel of Fortune 630p-7p 630p-7p/Wheel	CM	M-F 630p-7p	MT-----	:30	4	\$1,000.00	P-1	0.00	NM	4	\$4,000.00
				WHEEL											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	MT-----					4	\$1,000.00		0.00			
5	WDJT	08/13/12	08/14/12	M - SU Late News M-Su 10p-1035p	CM	10p - 1035p	MT-----	:30	2	\$1,000.00	P-1	0.00	NM	2	\$2,000.00
				10PM NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	MT-----					2	\$1,000.00		0.00			
6	WDJT	08/14/12	08/14/12	Tu 7p - 8p NCIS	CM	Tu 7p - 8p	-1-----	:30	1	\$2,400.00	P-1	0.00	NM	1	\$2,400.00
				NCIS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	-1-----					1	\$2,400.00		0.00			
7	WDJT	08/14/12	08/14/12	Tu 8p - 9p NCIS: Los Angeles	CM	Tu 8p - 9p	-1-----	:30	1	\$2,000.00	P-1	0.00	NM	1	\$2,000.00
				NCIS:LA											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	-1-----					1	\$2,000.00		0.00			
8	WDJT	08/14/12	08/14/12	Tu 9p - 10p Mentalist	CM	Tu 9p - 10p	-1-----	:30	1	\$2,000.00	P-1	0.00	NM	1	\$2,000.00
				THE MENTALIST											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	-1-----					1	\$2,000.00		0.00			
													Totals	22	\$24,200.00